Babak Baniahmadi

babak.baniahmadi@gmail.com
(438) 867-9750
Montreal H2X 2B1
https://www.linkedin.com/in/babak-baniahmadi-184155100

UX/UI designer

PROFILE

- 7 years of experience in the roles of product designer and UX/UI designer.
- Bachelor of Graphic Design.
- Expertise in SaaS, B2B, and B2G.
- Deep knowledge of user flows, user journeys, and site maps using Miro.
- Deep understanding of wireframes and design systems and competency in prototyping using Adobe XD, Figma, and Invision.
- Tasteful UI design that comes from a graphic design background.
- Proficient in user research and product tests such as surveys, usability test, card sorting, and heuristic evaluation.
- Experienced in Agile and Scrum environments.
- Excellent ability in the use of Adobe CS (Photoshop, Illustrator, InDesign, Adobe Animate, Etc.) and a broad spectrum of prototyping software to reach hi-fidelity pixel perfect mock-ups from sketches and wireframes.
- Languages: English (proficient in speaking and writing), French (Francisation A1-2)

WORK EXPERIENCE

Product Designer   2021 - 2022
SHOOKA video conference, Iran

- Planned generative and evaluative research and created user flows, wireframes, and high-fidelity prototypes.
- Directed end-to-end redesign of video conference app, integrating screen sharing and whiteboard features; shoot up user experience by over 90%
- Pioneered the creation of the product, leading the conceptualization and design of captivating landing pages, a user-friendly dashboard, and advanced polling functionality.

Accomplishments:

- Defined and enforced a set of UI principles that prioritized accessibility, usability, and consistency; achieved a 50% reduction in user abandonment rates.
- Increased user satisfaction by up to 73% as a result.
- Revitalized and implemented Android and iOS applications for the product, resulting in a 40% increase in user engagement and a 25% boost in overall revenue.

UX/UI Lead   2016 - 2021
CHARGOON Enterprise Software, Iran

- Designed and redesigned over 30 software through active user-centered process.
- Redefined new design principles.
- Mapped out the production process for both Android, IOS mobile applications of products based on Material Design and Human Interface Guidelines (HIG).

- Conducted comprehensive user research, bench marking, and competitor analysis for a wide range of enterprise web software including Calendar, Task Manager, Secretariat, HR, BPMS, etc., resulting in data-driven insights that improved products enhancement.
- Planned persistent meetings with cross-functional teams, including product owners and engineering, to ensure overall business strategy is on track.
- Guided and executed strategic design deliverables for feature areas across the suite of products.
- Visualized design concepts in a clear, structured, and compelling way through trendy design, and interactive designs relying on UI guidelines.

Accomplishments:
- Decreased the customer support team's workload by 48% in result of creating single-screen summaries
- Revamped the company's design process by implementing a component-driven approach, resulting in a 30% increase in design efficiency, improved collaboration between design and development teams and enhanced overall user experience.
- Implemented and maintained a comprehensive visual assets and UI system, including styles, fonts, colors, and icons libraries, resulting in a cohesive and consistent brand identity across all platforms, reducing design inconsistencies by 39% and improving brand recognition.
- Orchestrated collaborative design thinking workshops with cross-functional teams to identify and address intricate design problems; streamlined user workflows resulting in a 30% reduction in task completion time and reduced the number of user's clicks by over 60%.

UX/UI Designer   **2015-2016**
YEGANEH Correspondence Software, Iran
- Translated insights from research into actionable outcomes.
- Cooperated closely with engineers while building, exchanging, and delivering ideas.
- Configurated a groundbreaking web-based software product by synthesizing user insights, crafting wireframes, and conducting iterative prototyping; achieved an impressive 30% rise in active users and a significant 20% boost in customer retention, fueling substantial revenue growth.

Art Manager   **2014-2015**
ORCHID-PHARMED Medicine Marketing, Iran
- Conceptualized and executed a series of 12 impactful seminars and exhibitions, attracting 200+ industry leaders, and positioning the company as a thought leader in the market.
- Spearheaded the management and coordination of designers for a various design project, such as brochure and catalog design titles, magazine ads, infographics, logo design, stationary, digital newsletters, and corporate identity, ensuring high-quality deliverables and customer satisfaction.

EDUCATION

French Courses (Francisation)   **2023-Now**
PROMIS Immigrant support organization, Montreal QC

Innovation Through Design: Think, Make, Break, Repeat   **2023-Now**
THE UNIVSITY OF SYDNEY, Online course by Coursera

Bachelor of Graphic Design   **2006-2014**
SOORE University of Arts, Iran